

(Make address changes on this label.)

PRODUCT OPINION LABORATORY  
P.O. Box 26563 - Richmond, Va. 23261  
Phone: (804) 271-3368

RETURN BALLOT BY

V-4589

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Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows:  
C8 - 5 packs and Q6 - 5 packs. Remember, you do not have to smoke all of  
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in  
the enclosed postage-paid envelope. Thank you very much - your cooperation in  
this test is most helpful.

D. F. Reynolds  
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked C8 and then the cigarettes  
marked Q6. Then compare the two cigarettes with each other and complete the  
questions below.

Which cigarette:	C8	Q6	No Difference
1. has more total taste?	_____	_____	_____
2. has an off-taste?	_____	_____	_____
3. is harsher?	_____	_____	_____
4. is more spicy?	_____	_____	_____
5. is sweeter-tasting?	_____	_____	_____
6. is more bitter?	_____	_____	_____
7. is more tobacco-like in flavor?	_____	_____	_____
8. has the better aftertaste?	_____	_____	_____

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